

MARLBORO
RACING FOLLOW-UP DIRECT MAILING
4/12/95 STATUS

I. REVIEW CREATIVE (C. Baca, E. Schneidman)

II. OFFER STATUS

- US Auto Club (E. Vichich, S. Nickert)
- T-Shirt (G. Didona, C. Baca) ——— poly bag: screener 9 & **GD**
- Magazines (E. Ostern) — Kanulligan Confidentiality agreement
- Poster (C. Baca)
 - Autoweek in
 - SI, Racer, IC, Ontrack, Autoweek
 - Indy car, \$17.95

III. FULFILLMENT: CONTRACT STATUS (E. Vichich, S. Nickert, G. Murphy)

IV. ESTIMATED RESPONSE (D. Comenduley)

V. PROCESS REVIEW (A. Haesche)

V. OTHER

- SI-exception report ^{orders} thru SI
- every pub has script **KMC**
- one mtg. w/o 4/24
- IS process **AH**
- **Ginny**: Autoweek test 17.95 "special price"
- On-Track: 25

① check bounce/clear
AH **SN** 3wks?

② Membership Card # on
Order form **CB**

③ Add Replacement Card ^{less than}
hard copies → VBCo → consumer **8 wks**
Neodata **KT** how much clean-up

④ Database: **6** month window

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